

Nancy's Spiel for the Brainstorming Meeting

Tonight is a special opportunity for members of the Chequamegon Bay area to assist in defining the community acceptability of the potential remedies to be considered in the feasibility study for cleaning up this site. Several community members asked to have this opportunity to provide community input PRIOR to the agencies' evaluation of the possible remedies for the site. Now that the nature and extent of contamination is identified, we are at the stage of the clean-up where agencies screen a range of possible remedies. The agencies must consider your perspectives as they choose the set of remedies for this site.

"Community acceptability" is one of nine criteria that the agencies are required to consider in selecting the remedies for cleaning up Superfund sites. The process for considering those other eight criteria is spelled out in detail in Superfund guidance, but determining community acceptability depends on the perspectives of the community members in each particular place where a clean-up occurs. Obviously, there are many different characteristics that go into determining community acceptability, and we need your help to identify them. Characteristics may involve many important community interests that the other Superfund criteria do not cover. I'm sure that you know better than I, what the characteristics of an acceptable remedy in your community are. You just heard about the general types of remedies under consideration for the Xcel property and the lakefront, but you are not picking remedies. Instead, you are describing the characteristics that make a remedy most acceptable to you. The agencies will consider these characteristics as they weigh the other six "balancing" criteria required by the federal Superfund process.

We will ask you to suggest the characteristics that the agencies should use to assess "community acceptability." Specifically, we want you to answer this question:

What outcomes or characteristics would make a cleanup remedy most acceptable to you?

We are asking you to write out brief answers – one characteristic per card – in small groups. We are trying to mix up the seating in order to get as broad a range of perspectives in each small group. When you get into your group, take five minutes or so to write silently as many answers as you think are important to you. Don't talk at this stage. Use that back of your instruction sheet to write your initial answers. Do not duplicate the other eight Superfund criteria. Then start writing brief answers in large block letters on the Post-It cards. Use such words as "most," "least" or "optimum" (if the best is something between "most" and "least") so that your preference for the characteristic is clear.

Each group will have a facilitator and a "listener." They are helpers. The facilitator will ask you to start sharing your answers with the group one at a time in round-robin fashion. If someone already mentioned one of your answers, do not repeat it. If you think your answer is significantly different, then go ahead and share it. Feel free to write new answers that come to mind during the round-robin process. The listeners will help to summarize the results after tonight's meeting.

Once all the group's answers are up, look for general themes or areas of interest that are covered.

We will bring all the answers to post under general themes of interest for all of you to review.

We started by getting as many answers as possible for all of us to consider. The last step tonight allows us to see roughly which answers are most important to you. Each person has five dots to put on the answers most important to them. You can put all five dots on one answer or distribute them as you wish. You can put your dots on other people's answers or your own.

October 25, 2007; 9:00 A.M.